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THE ROLE OF MARKETING IN IMPROVING THE SYSTEM OF AGRICULTURAL PRODUCTION

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Abstract - This article is devoted to the development of marketing services in agriculture, in particular to the production of fruits and vegetables. The features of marketing in the activities of exporters of agricultural products are shown.

Key words: agriculture, investments, marketing, service of marketing.

INTRODUCTION

Today, the country is implementing comprehensive measures aimed at expanding the production, storage, processing and export of fruits and vegetables. For the implementation of projects for the intensive development of fruit and vegetable products, the sown areas have been significantly expanded, additional capacities for the storage and processing of vegetables and fruits have been launched, financial resources are actively involved, including funds from international financial institutions. So, in January-December 2019, 8% of investments in the amount of 189,924.3 billion soums were directed to the agricultural sector. As a result, the volume of agricultural production this year amounted to 215.7 trillion. Soums or 102.7% of the level of 2018, including agricultural products - 108.3 trillion. Soums (103.7%), livestock products - 107.4 trillion. Sumov. sum (101.7%). [1] It should be borne in mind that the export of cotton fiber in agricultural production is declining, and the cultivation of agricultural products is diversifying.

With the abolition of the cotton monopoly, the main areas were divided into horticulture, viticulture, vegetable growing and fruit growing and viticulture. At the same time, new agricultural products are being imported into our country, but they are highly valued in the world market. The following table shows the dynamics of agricultural production in the Republic of Uzbekistan. (Table 1)

Table-1

Information on the cultivation of agricultural products in Uzbekistan in 2018-2020 [1]

т/р	Agricultural product type	Production capacity, thousand tons			
		2018	2019	Growth, %	January – September 2020
1	Cereals	6375,4	7187,4	112,7	6667,1
2	Potatoes	2750,1	2950,9	107,3	2432,1
3	Vegetables	9635,1	9945,4	103,2	7630,4
4	Melons and gourds	1904,9	1922,2	100,9	1399,1
5	Fruits and berries	2589,7	2739,6	105,8	2067,7
6	Grapes	1564,5	1595,2	101,9	1275,3
	Total	**24820**	**26341**	**106,1**	**21472**

From the data of the table it can be concluded that the volume of agricultural production in the country is growing. We observe an increase in the physical volume of almost all types of crops. Despite the fact that the year will be difficult for the nine months of 2020, the volume of production is growing.

It should be noted that the agricultural sector plays a significant role in the implementation of the strategy to increase the export potential of the country. We can see from the table below that the share of agricultural products in the country's exports is growing. (Table 2)

Table-2

Information on the export of agricultural products in Uzbekistan [1]

т/р	Agricultural product type	Export volume, mlh.USD			
		2018	2019	Growth, %	January – September 2020
1	Fruits and berries	357,7	406,8	113,7	230,3
2	Vegetables	318,9	542,4	170,1	157,5
3	Grapes	238,5	328,3	137,6	118,4
4	Melons and	6,5	13,1	201,5	32,0

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	gourds				
5	Peanuts	22,9	14,4	62,3	82,8
6	Nuts	-	-		26,8
7	Dried fruits	-	-		49,1
	Total	**944,5**	**1305**	**138,2**	**696,9**

The table shows that in recent years, not only the volume of agricultural exports has increased, but also the range of products. Last year, the volume of exports increased by 38.5% compared to 2018 and amounted to USD 1305 million. In 2019, exports of fruits and berries increased by 13.7%, vegetables - by 70.1%, grapes - by 37.6%, melons - by 101.5%. At the same time, export opportunities in agriculture are underutilized. For example, in January-September 2020, out of 2067.7 thousand tons of fruits produced, 256.8 thousand tons, or only 12.4%, were exported. Export of vegetables amounted to 6.3% of the cultivation volume, grapes - 8.7%, melons - 7.2%.

For our country, the issue of strengthening reforms in the agro-industrial complex remains relevant. Resolutions of the President of the Republic of Uzbekistan dated March 14, 2019 PQ-4239 "On measures to develop agricultural cooperation in the field of fruit and vegetable products" and December 11, 2019 "On additional measures to further develop the fruit and vegetable industry and viticulture." Resolution No. PQ-4549 "On measures to promote the creation of value chains in the fruit and vegetable industry, ensure the sustainability of production and export of quality fruits and vegetables, expand the financial capabilities of producers of these products, and increase competitiveness." [2,3]

At the same time, the high level of competition in foreign markets for fruits and vegetables requires the rapid introduction of modern agricultural techniques and management of production and supply processes [4].

The use of advanced cultivation technologies in the sustainable development of horticulture, the introduction of modern methods of processing and storage of products will help prevent food shortages today. It is known that grown fruits and vegetables go through a series of technological processes until they reach the consumer in the form of finished products. Not only to prevent the destruction of vegetables and fruits, but also to expand the cultivated areas and increase the gross harvest, which poses great challenges for specialists. For this, first of all, great attention should be paid to the selection of varieties and agrotechnical processing processes. As fruits and vegetables ripen, it is best to harvest them in a timely manner and send them on time to the next stages. Expanding the range of agricultural exports is also a promising area. An example of this is the export of peanuts, nuts, dried fruits and dates.

International experience shows that competitiveness and access to world markets, primarily through the gradual reform of the economy, deepening structural transformation and diversification, ensuring the rapid development of new high-tech enterprises and industries, modernization of existing facilities and effective use of marketing technologies can be done.

The results of research conducted in developed countries show that taking into account internal factors that can be controlled, including brand, price, location and market access, determines marketing effectiveness. However, many fruit and vegetable producers do not control these factors when organizing marketing management. Entering foreign markets with agricultural products requires great preparation, full implementation of marketing activities, extensive use of export infrastructure. It is especially important to create a marketing strategy to capture foreign markets. Today we are witnessing the low level of attention paid to the marketing activities of exporting farms. For example, the bulk of exports of agricultural products fall on Kazakhstan and the Russian Federation, as it is possible to enter many attractive foreign markets.

After reviewing their concepts and approaches, it can be concluded that they do not have a clearly developed strategy of interaction with manufacturers to bring their products to the end consumer.

If we look at the problems in the field of marketing, we can see the urgency of in-depth study of foreign markets, the introduction of products to the market, the careful consideration of the system of its distribution. In many cases, the organization of marketing activities is limited to the purchase, storage, transportation, but the distribution of the product, ie its sale, is not given much attention. It is known that the distribution of manufactured fruits and vegetables and the purchase of raw materials is a key factor in the development of the industry, and these factors should be the basis of the marketing strategy of the enterprise.

The above-mentioned decrees of the President instructed to "approve the procedure for providing subsidies to exporters of fruit and vegetable products to cover 50% of the costs associated with marketing research in foreign markets of fruits and vegetables produced by members of agricultural associations." [2]

We can see the place of marketing in the export of agricultural products from the characteristics of these products. First of all, the rapid deterioration of products

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determines their short shelf life. In addition, the brand appearance of the product requires great attention to packaging to meet the standard of this market. If we add the consideration of sanitary requirements, we can see how important marketing is in the export of fruits and vegetables abroad. In the organization of marketing of fruit and vegetable products in countries with developed market economies, it can be seen that producers quickly and accurately study changes in consumer demand and take appropriate measures. Therefore, for the successful marketing of agricultural enterprises, the leaders of the enterprise must clearly define the tasks, make decisions based on accurate information about their current material and financial condition. In general, farmers themselves need to plan and implement marketing activities without relying on export infrastructure.

In our opinion, the current state of marketing of fruit and vegetable products should force the leaders of agricultural enterprises to find answers to the following questions in order to assess their position in the domestic and foreign markets and, ultimately, to determine the strategy of organizing marketing work:

- what changes are taking place in foreign markets, how competitive forces are affecting;

- how the enterprise is operating, i.e. whether or not to analyze the current state of the enterprise;

- why the exported agricultural products occupy the lower price segment of the selling market;

- what needs to be done to improve product quality and export potential in order to increase profits;

- whether a business plan is developed for each output and whether this plan is analyzed in the product delivery chain to the consumer.

In most enterprises in the network, marketing tasks are assigned to certain external structures, which is absolutely wrong. External infrastructure entities should not only do marketing work, but also help farmers increase their export potential. It is necessary to develop views on the concept of marketing in agriculture as a business philosophy that requires the support of all workers and employees of the industry.

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